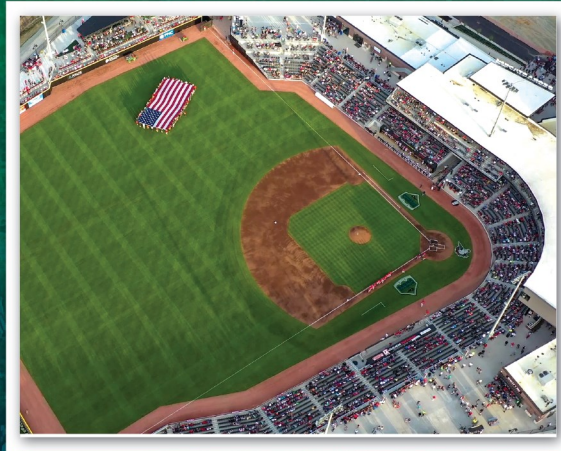


A Focus On The Future

ANNUAL STRATEGIC PERFORMANCE REPORT

FY 2019



City of
Fayetteville
North Carolina



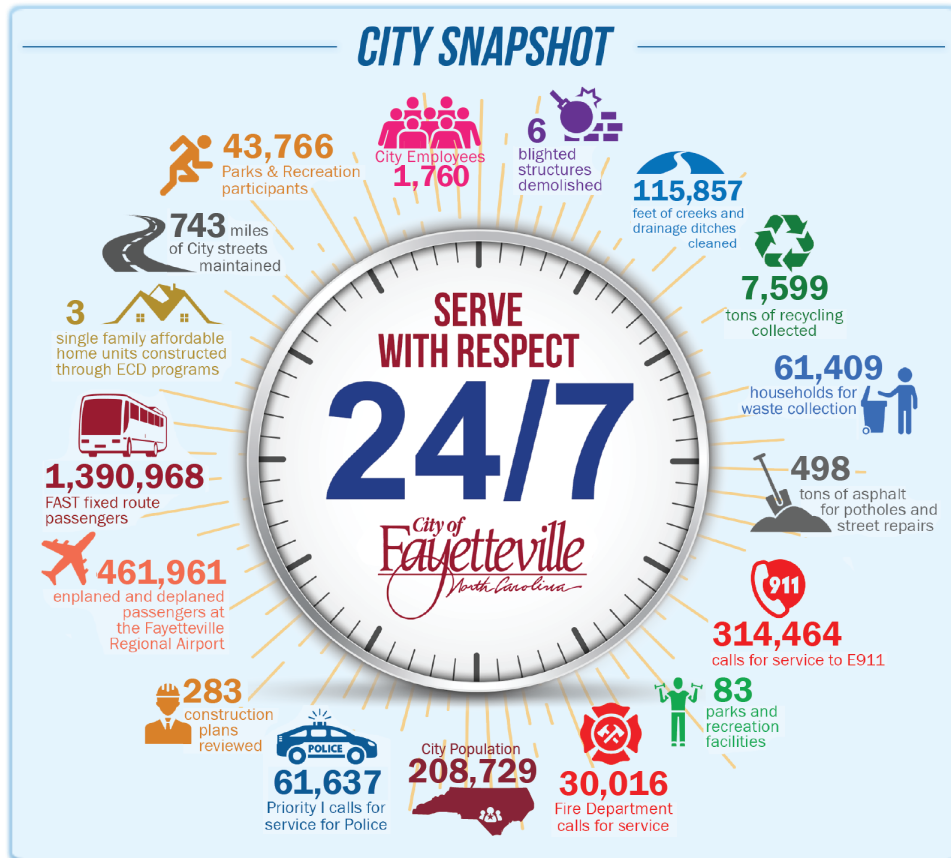
Mayor Mitch Colvin | Mayor Pro Tem Ted Mohn
Kathy Jensen | Dan Culliton | Tisha Waddell | D.J. Haire
Johnny Dawkins | Bill Crisp | Larry Wright | Jim Arp

CORE VALUES



**We, the Mayor, City Council, Managers, Supervisors and employees
Serve with Respect to safeguard and enhance the public
trust in City Government.**

CITY SNAPSHOT



STRATEGIC FRAMEWORK

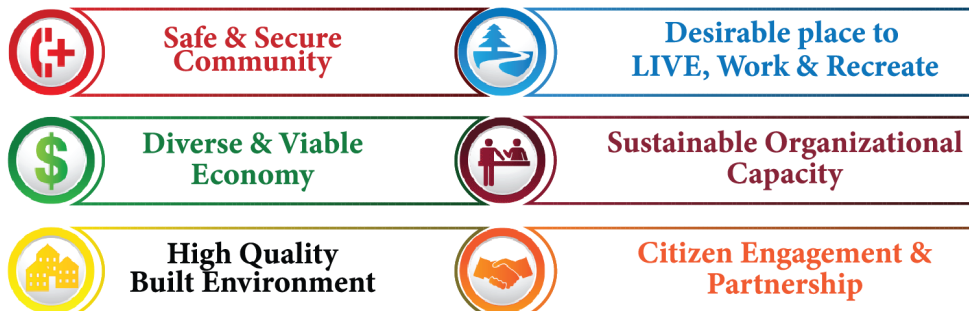
Vision 2030

An attractive, culturally diverse and inclusive city that is safe, prosperous, innovative, and unified.

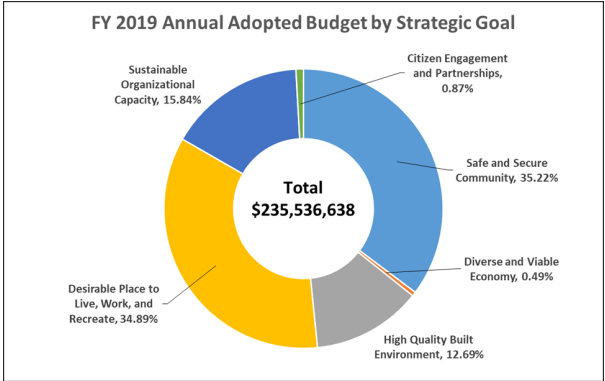
Mission

To provide quality and sustainable public services for our communities to thrive and our businesses to grow.

Goals 2025

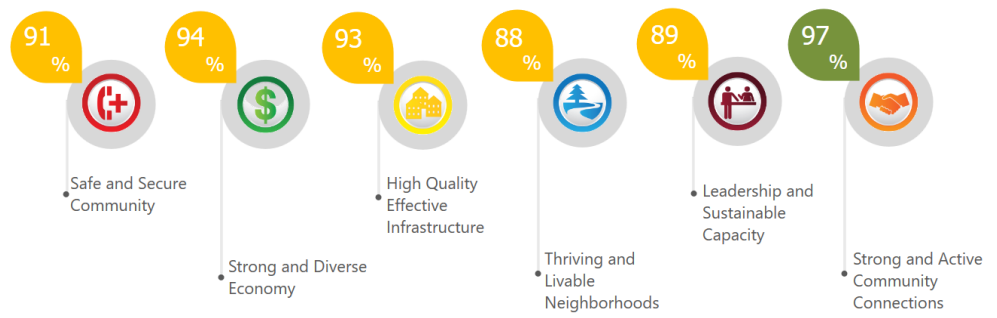


Commitment to performance management and strategic planning strengthens the operations of the City of Fayetteville, ensuring excellent services and a high quality of life for residents. It allows for long range planning at the organizational level with alignment to departmental operations and performance expectations. With this system in place, the City is able to allocate resources appropriately and build strategies for continuous improvement.



Visit TRACStat for Key Performance Indicators

RESULTS FOCUSED, ACCOUNTABLE & TRANSPARENT
Be Data Informed!

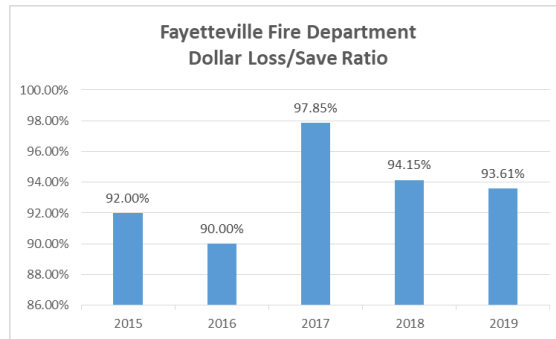


FY 2019 Performance Scorecard

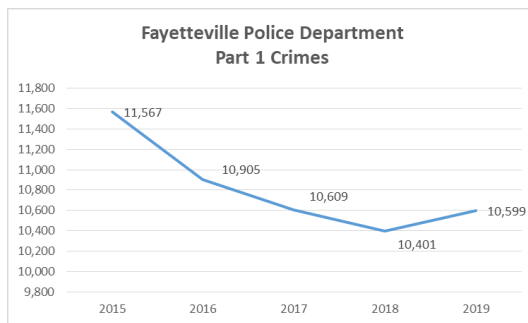


GOAL I Safe and Secure Community

- Established a safety and security plan for the exterior area of Segra Stadium
- Earned the 2018 Higgins and Langley Swiftwater Rescue Outstanding Achievement Award
- Incorporated thermal imaging technology into self-contained breathing apparatus.



- Maintained a 100% clearance rate for homicides
- Formed a Domestic Violence Unit
- Earned the Public Safety Communications Accreditation and the 2018 Crimestoppers Productivity Award
- Implemented a Citizens' Police Academy





GOAL II

Diverse and Viable Economy



- Implemented the No Wrong Door to Business program and completed several Local, Small and Disadvantaged Enterprise Program (LSDBE) outreach sessions
- Employed 51 interns through a new city internship program
- Opened Segra Stadium to host the Fayetteville Woodpeckers' inaugural season and the Big South Conference Baseball Tournament
- Opened The Residences at the Prince Charles
- Annexed 253 acres of land planned for mixed use development





GOAL III

High Quality Built Environment

- **Dedicated over 5000 staff hours to Hurricane Florence clean-up efforts**
- **Commenced a high-level analysis of all City watersheds**
- **Developed a Downtown Master Plan for future development and design of the heart of the city's central area**



- **Implemented a Nuisance Properties Ordinance**
- **Developed a Unified Streetlight Plan**
- **Developed a guideline manual to help anyone through the various review and approval processes of the city's Unified Development Ordinance (UDO)**



GOAL IV

Desireable Place to Live, Work and Recreate

- Held a ribbon cutting for Fayetteville Regional Airport expansion
- Completed Greyhound leased space construction
- Awarded \$1,521,514 in Community Development Block Grant funding, & \$835,404 for Home Investment
- Began Phase II construction of Blount's Creek Trail
- Held a groundbreaking for construction of the Senior Center West and the Skate Park and held grand openings for 5 new splash pads.





GOAL V

Sustainable Organizational Capacity

- Presented with the Distinguished Budget Presentation Award from the Government Finance Officers Association
- Earned a Certificate of Excellence in Performance Management from the International City/County Managers Association
- Received the Certificate of Achievement for Excellence in Financial Reporting for the FY 2018 Comprehensive Annual Financial Report (CAFR)
- Earned Standard and Poor's AA+ General Obligation credit rating and Moody's Investors Service Aa1 rating
- City Council adopted a High Performance and Open Data Resolution
- Executed the Employee Engagement and Empowerment (E3) Summit to institute a high performing organizational framework
- Began the selection process for a new Enterprise Resource Planning system





GOAL VI

Citizen Engagement & Partnerships



- Partnered with the 96th Civil Affairs Battalion to study the civil impacts of the I-295 loop
- Held various community conversation events to inform the City's strategic planning, economic development, infrastructure, parks and recreation programming, housing and land use planning programs
- Engaged with Fayetteville State University MBA students to review print shop service delivery processes
- Partnered with Fayetteville Cumberland Economic Development Corporation to rebrand the City and the surrounding areas
- Launched Next Request, an online public records portal to improve government transparency and accountability





The City of Fayetteville's performance management program engages Council, residents and every member of the organization to identify priorities, objectives and key performance indicators. Visit TRACstat to learn more.

Visit <http://tracstat.fayettevillenc.gov>

Rebecca Jackson • Strategic Performance Analytics Director • E-mail: rajackson@ci.fay.nc.us

Designed by: Corporate Communications
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